## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/24 thru 05/30. (prices in dollars per carton)

Fri. May 24, 2013

SHELL EGG NATIONAL SUMMARY														
THIS WEEK							PREVIO	US WEEK	<b>(</b>	PREVIOUS YEAR				
	Feature Rate	21.1% of 23,200 stores				36.3% of 23,200 stores				0.7% of 22,500 stores				
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			1,160	1.00	10	1.79	1,250	1.02			840	1.35	
G	White 18 pack	50	2.37	490	2.30	50	2.25	270	2.65			950	2.12	
u	Brown 12 pack													
ī	USDA GRADE A													
A	White 12 pack	140	1.34	530	1.16	10	0.99	3,100	1.30			2,240	1.01	
	White 18 pack	10	1.69	70	1.89			380	1.97			380	1.86	
	Brown 12 pack			10	1.99			60	1.77			160	2.40	
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack			240	3.99	80	3.57	710	4.00			140	5.01	
E	OMEGA-3													
C	White 12 pack		2.95	660	2.39	270	2.51	1,600	2.64	480	2.91	1,530	2.59	
ī	Brown 12 pack							20	2.00			180	3.50	
Δ	CAGE-FREE													
î	White 12 pack			40	2.94			630	2.52			20	2.50	
T Y	Brown 12 pack	40	2.87	190	3.80			1,090	2.71			480	3.27	
	VEGETARIAN FED								·					
	White 12 pack	30	3.00	320	2.49							340	2.44	
	Brown 12 pack	380	2.33	570	2.47			90	3.48	580	2.00	770	2.20	

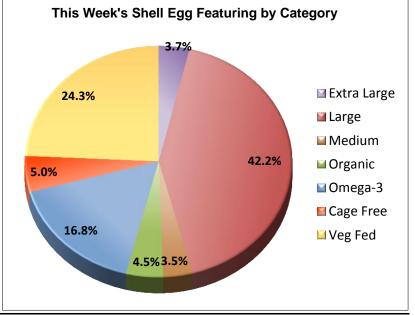
<b>Activity Summary</b>	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,460	5,130	4,570	Large Eggs on
Specialty	2,710	4,490	4,520	May-20-2013
Total (includes MD)	5,360	10,290	9,230	456.9
Special Rate 4/:	1.8%	0.9%	0.7%	up 12.7%

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg features are fewer in number this week as merchants place more emphasis on poultry and meat items for Memorial Day holiday outdoor cooking activities. Some ads are spotlighting eggs in the deli case and offering consumers ready-made deviled eggs or other eggs-based dishes to accompany their meals. The average price of Grade A, or better, Large white eggs is lower than a week ago. The frequency of "no price" specials increase and appear near the end of the ad cycle. Promotional activity for specialty shell eggs continues to decrease. Omega-3 and cage-free type egg promotions drop sharply from view. Feature activity for liquid shell eggs declines. Most activity is centered on the East Coast and very limited elsewhere.





All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		<b>(0.T.</b>		IEAST U.S.	) (T)		HEAST U.S.		MIDWEST U.S.					
	eature Rate 1/	,	37.0% of 4,600	E,NH,NJ,NY,PA,F ) sampled outlet 100 (includes Me	s	10.7% of 6,1	S,NC,SC,TN,VA,WV)  00 sampled outlets  640 (includes Medium)		(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)  8.5% of 4,200 sampled outlets  Activity Index = 430 (includes Medium)					
•			LARGE	•	RGE	EXTRA LARGE	LARGE		Activity Index = 430 (includes Medium)  EXTRA LARGE  LARGE					
CLASS		Price Range Stores Avg 3/				Price Range Stores Avg		s Avg 3/	Price Range Stores Avg			ores Avg 3/		
USDA GRAD	1///hita 18 nack			0.99	90 0.99	J		0 0.99		0.99 - 1.25	20	1.11		
AA	MEDIUM		White 12 pack	(		White 12 pa	ck		White 12 pa	ck				
USDA GRAD	White 12 pack White 18 pack	1.33	130 1.33		30 1.88	·	0.98 - 1.00 26	0 0.99	1.50 10 1. 1.69 10 1.	0.99 - 1.29	90 60	1.04 1.88		
Α	MEDIUM		White 12 pack White 30 pack		60 0.97	White 12 pa White 30 pa		0 0.99	White 12 pa White 30 pa		100	0.99		
S	Mhite 12 pack Brown 12 pack MEGA-3			3.99	230 3.99									
E C I A L	White 12 pack Brown 12 pack	2.49 - 3.89	240 2.95	1.79 - 2.99	300 2.35		2.50 23	0 2.50		2.00 - 2.50	60	2.37		
	White 12 pack Brown 12 pack	2.79 - 3.00	40 2.87	2.99 7 3.49 - 3.99	20 2.99 170 3.95					2.99 2.49	10 20	2.99 2.49		
YVE	GETARIAN FED White 12 pack Brown 12 pack		30 3.00 380 2.33		170 2.50 510 2.49		2.50 9	0 2.50		2.49 - 2.50 2.00 - 2.99	30 20	2.49 2.37		
	BIOWII 12 Pack	1.99 - 2.50		ENTRAL U.S	510 2.49	SOUT	HWEST U.S.		NOR'	THWEST U.S.	20	2.31		
		(Al		A,MO,NM,OK,TX	,UT)		A,HI, NV)			MT,OR,WA,WY)				
F	eature Rate 1/	,	19.6% of 4,200	sampled outlet	s	33.0% of 2,9	00 sampled outlets		32.3% of 1,200 sampled outlets					
A	ctivity Index 2/	Acti	vity Index = 77	70 (includes Med	lium)	Activity Index =	730 (includes Medium)		Activity Index = 390 (includes Medium)					
USDA GRAD AA	Brown 12 pack		W : 40	0.99 1.89	370 0.99 110 1.89	2.25 - 2.42 50 2.		0 2.45	Militia 40	0.98 - 0.99	350 30	0.99 1.99		
USDA GRAD	· ·		White 12 pack	0.99 - 1.38 1.98	140 1.10 10 1.98	White 12 pa	5.29 1	0 1.25 0 5.29	White 12 pa	СК				
A	Brown 12 pack MEDIUM		White 12 pack			White 12 pa White 30 pa	ck	0 1.99	White 12 pa White 30 pa					
s US	DA ORGANIC White 12 pack Brown 12 pack		·			·		0 3.99						
P E C	MEGA-3 White 12 pack Brown 12 pack			2.00 - 2.39	70 2.18		5.55	2.00						
L	GE-FREE White 12 pack Brown 12 pack									2.79	10	2.79		
YVE	GETARIAN FED White 12 pack Brown 12 pack			2.39 - 2.50 2.19 - 2.50	30 2.43 40 2.27	ews - (515) 284-4471 htt						2 of 3		

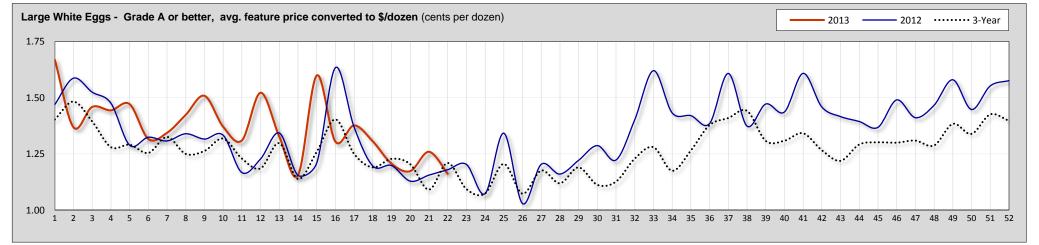


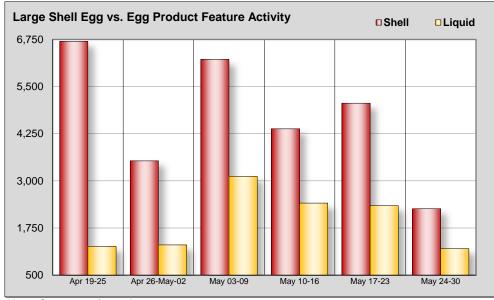
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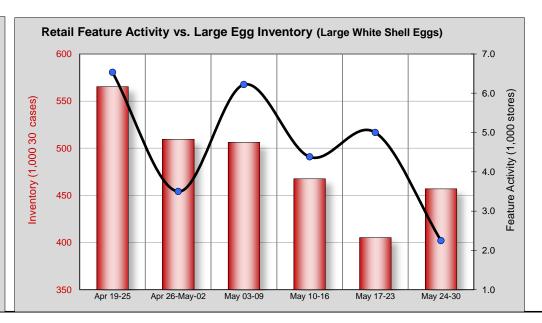
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(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
	5.4%			42.40/ of 4.600 commission		7.0% of 6.400 compled		0.40/ of 4.000 complete		0.70/ of 4.000 complete		0.0% of 2.000 complet		0.00/ of 4.000 complet	
1/ Feature Rate	5.4%	11.1%	1.9%	12.4% of 4,600 sampled		7.9% of 6,100 sampled		2.1% of 4,200 sampled		2.7% of 4,200 Sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled	
2/ Activity Index	1,200	2,340	1,060	Activity In	dex = 560	Activity In	dex = 490	0 Activity Index = 80 Activity Ind		Activity Index = 70		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	600 2.65	1,700 2.03	690 2.75	2.49 - 2.99	260 2.92	2.50	200 2.50	1.99 - 2.49	70 2.21	2.49	70 2.49				
32 oz. crtn	570 3.98	570 4.49	370 4.31	3.99	270 3.99	3.98	290 3.98	3.98	10 3.98						
3 - 4 oz. cup	30 2.39	70 2.50		2.00 - 2.49	30 2.39										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.